

**COLEMAN SUDOL SAPONE P.C.
PATENTS, TRADEMARKS AND COPYRIGHTS**



714 Colorado Av
Bridg port, CT 06605
Phone: (203) 366-3560
Fax: (203) 335-6779

EXPRESS MAIL No.: EV332302411US

Deposited: February 6, 2004

I hereby certify that this correspondence is being deposited with the United States Postal Service Express Mail under 37 CFR 1.10 on the date indicated above and is addressed to: Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Judith Murphy 02/06/04

Date: February 6, 2004
Docket No: 448/9-1907

22141 U.S. PTO
10/774061
020604

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

UTILITY PATENT APPLICATION TRANSMITTAL
(Only for new nonprovisional applications under CFR 1.53(b))

Docket No.:	448/9-1907
Inventor(s):	Marc LEWIS, C2-Full Heights, Thackeray Road, Chelsea, London SW10 0SZ, United Kingdom; Matthew James MCGUINESS, 68 Grange Road, Croydon CR2 0NB, United Kingdom
Title:	DISCOUNT AND/OR LOYALTY REWARD SYSTEM AND RETAIL APPARATUS THEREFOR

APPLICATION ELEMENTS (See MPEP chapter 600 concerning utility patent application contents)

- [] 1. Fee Transmittal Form (attachment)
- [X] 2. Specification, Claims, Abstract [Total pages 32]
- [X] 3. Drawing(s) (35 USC 113) [Total pages 16, Figs. 1-16]
- [X] 4. Oath or Declaration
- [X] Un-Executed Declaration
- [] a. Newly executed (original or copy) 1 Inventory only
- [] b. Copy from a prior application (37 CFR 1.63(d))
(For continuation/divisional with box 17 completed)
- [] I. DELETION OF INVENTOR(S)
Signed statement attached deleting inventor(s) named
in the Prior application see 37 CFR 1.63(d)(2) & 1.33(b).
- [] 5. Incorporation by Reference (useable if Box 4b is checked)
The entire disclosure of the prior application, from which a copy of the oath
or declaration is supplied under Box 4b, is considered as being part of the
disclosure of the accompanying application and is hereby incorporated by
reference therein.

- [] 6. Microfiche Computer Program (Appendix)
- [] 7. Nucleotide and/or Amino Acid Sequence Submission (If applicable, all necessary)
 - [] a. Computer Readable Copy
 - [] b. Paper Copy (identical to computer copy)
 - [] c. Statement verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

- [] 8. Assignment Papers (1 cover sheet (PTO-1595) and 1 document(s) for recording)
- [] 9. 37 CFR 3.73(b) Statement [] Power of Attorney
(when there is a assignee)
- [X] 10. Application Data Sheet
- [] 11. Information Disclosure Statement [] Copies of IDS citations (refs.)
(IDS) and PTO-1449
- [] 12. Preliminary Amendment
- [X] 13. Return Receipt Postcard (MPEP 503) (should be specifically itemized)
- [X] 14. **Small Entity Statement-The Applicant and assignee if any qualify for and hereby claim small entity status.**
- [] 15. Certified Copy of Priority Document(s):
(Only if foreign priority is claimed)
- [X] 16. Other: This application claims priority in Great Britain Patent Application No. GB0304264.5 filed February 25, 2003.
- [] 17. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information below and in a preliminary amendment:
 Continuation Divisional Continuation-In-Part (CIP)
 of prior application No. _____
 Prior application information: Examiner _____ Group: _____

[X] 18. **CORRESPONDENCE ADDRESS**

Please direct all communications to **customer number 28147**,
 namely William J. Sapone, Esq. at
 the offices of Coleman Sudol Sapone P.C.
 714 Colorado Ave., Bridgeport Conn. 06605
 203-366-3560 fax.203-335-6779

Respectfully requested.
 Coleman Sudol Sapone P.C.

By:



 William J. Sapone, Reg. No. 32,518
 Attorney for Applicant(s)

February 6, 2004
 714 Colorado Ave.
 Bridgeport CT 06605
 Tel. (203) 366-3560

(Attachment)